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HENRY MICHEL'S SEED CO.

34 Third Street

Fond du Lac, Wisconsin

SEEDS

*They will
Insure
Your
Crops
for
1937*

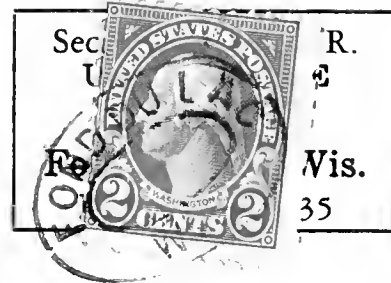
U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases

M. R. W.

GPO 8-3591

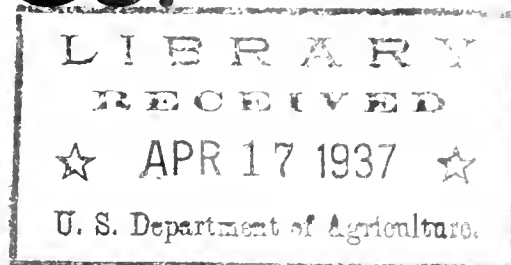


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1937 Price List

HENRY MICHELS SEED CO.

Golden Glow Farm
HIGH GRADE FIELD SEEDS
 Fond du Lac, Wisconsin



— PRICES SUBJECT TO CHANGE —

CONDITIONS OF SALES. We guarantee all seeds bought of us to prove perfectly satisfactory to the customer or they may be returned and we will cheerfully refund amount paid with freight charges, but we will in no case be responsible for any greater amount, nor can we make any adjustments after seeds are planted as they are then beyond our control. All prices are F. O. B. Fond du Lac, Wisconsin.

All sales are strictly cash. The low prices quoted are possible only by cutting margins of profit to the very bone.

MICHELS' SEED CORN

WE FEEL justified in boasting about the splendid stands our customers obtained from our seed corn in 1936. Every farmer will recall plenty of instances where corn bought from other sources grew very poorly. In the face of the worst conditions, our corn was as good as it had ever been.

That is water over the dam. We mention it though as proof of our claim that year in and year out Michels' Seed Corn is always dependable and is really the cheapest seed to be had.

1937 is no exception. In spite of drought, in spite of the wettest fall experienced in many years, our GOLDEN GLOW is as sound, as bright, as high in germination as ever — a really wonderful lot of seed that is priced very low. It is cheapest to plant even if you could get ordinary seed corn free.

You have never gone wrong on Michels' Seed Corn. Your best insurance for a big crop this year is to

Plant Michels' Seed Corn Again

HYBRID CORN. This new development in corn breeding is sweeping the country. Heavier yielding, greater resistance to lodging and to disease. Stalks and leaf remain green several days longer after ears are ripe adding to its value for silage. The seed is in tremendous demand and early orders are advised. Our stock is our own production from University foundation seed. Our crossing field was officially inspected and approved as well as the corn in the curing house. Sold in state sealed bushel bags. (Round kernals make just as good a crop in every way but require different plates for planting.) 100 day maturity.

Bushel, Graded middles \$11.00
Small rounds 10.00
Large rounds 9.00

MICHELS' COLD RESISTANT GOLDEN GLOW.

(Wis. No. 12). By all odds, the most popular corn and the best adapted to any region with the climate of Fond du Lac. Our nearness to Lake Michigan makes early maturity very important and MICHELS' STRAIN is fully ten days earlier than standard Golden Glow. It is thus adapted to Northwestern Wisconsin and even South-eastern North Dakota. It is a heavy yield-yellow dent that meets every requirement for silage or crib. Cured in our own drier — 98% or better germination, markedly free from disease, butts and tips graded out. Our seed is state inspected and certified.

Bushel, \$4.60. Five bushels at \$4.50.

WISCONSIN No. 25. An extra early yellow dent. Kiln dried. 98% germination.

Bushel, \$4.60. 5 bushels at \$4.50.

NORTHWESTERN DENT (Smoky Dent). An extra early dent for northern latitudes. Home grown, cured in our own drying plant. 98% germination.

Bushel, \$4.60. 5 bushels at \$4.50.

SILVER KING (Wis. No. 7). A large growing white dent, grown in Fond du Lac County. Germination, 90%.

Bushel, \$3.60. 5 bushels at \$3.50.

Nebraska Golden Glow	Bushel, \$3.50.	5 bushels at \$3.40
Nebraska Murdock	Bushel, 3.50.	5 bushels at 3.40
Nebraska Silver King	Bushel, 3.50.	5 bushels at 3.40
Red Cob Fodder	Bushel, 2.75.	5 bushels at 2.65
Leaming Fodder	Bushel, 2.75.	5 bushels at 2.65
Pride Fodder	Bushel, 2.75.	5 bushels at 2.65
Reid's Fodder	Bushel, 2.75.	5 bushels at 2.65
Stowell's Evergreen		16¢ per pound

A Field of Michels' Golden Glow. Note full stand and even, vigorous growth.
 That's what kiln dried corn does.



Warning

It is a waste of money to sow the cheap imported red clover and alfalfa. This seed will be sold freely this spring because, at present it sells at \$16.00 per cwt. less. If the seed you are offered shows a green or a red stain, look out! Better save your money entirely than to sow it. Besides lacking winter hardiness nearly all of it is contaminated with buckhorn, a bad weed. Safeguard your crops and your pocketbook by sowing Michels' proved adapted seed. You cannot secure Soil Conservation payments if you use imported seed.



Clovers

MEDIUM RED CLOVER. Our home grown red clover crop was exceedingly short. Instead of having carloads of surplus as was the case a year ago, we have barely enough to cover our retail requirements. Fond du Lac clover is unexcelled by any in adaptability to northern conditions. We do not handle imported seed.

Bushel, \$22.80.

ALSIKE. The comparatively low price at which alsike sells will result in a large increase in its use. Makes excellent hay, better adapted to low ground, seldom winterkills, requires less seed per acre.

Alsike, Fancy, 100 lbs. \$28.00

Alsike, Standard -- contains about 8% white clover -- 100 lbs. \$26.00

ALSIKE and TIMOTHY. Consists of 50% clovers (mostly alsike), 50% timothy, a choice, clean mixture, just the right percentage for sowing (note the heavy clover content). **\$15.00 per 100 lbs.**

TIMOTHY. Bright, well cleaned seed. **Bushel, \$3.85.**

NO CHARGE FOR BAGS

An extra charge of 15¢ is made on quantities less than standard size packages.

Alfalfa

The crop is one of the shortest on record. The hardy strains from Dakota and Montana were about complete failures. The less desirable seed from the Southwest is almost as high and much of it is worthless in Wisconsin.

COMMON ALFALFA. Hardy strains are exceedingly scarce. We have one lot of Black Hills grown in 1935, and a small stock of Montana. Spots in Wisconsin raised seed and we have a fair stock. This is very desirable as a large percentage of it is raised from Grimm. Our Black Hill seed is in 2½-bushel U. S. sealed bags. The Montana and Wisconsin in state sealed bushels.

Wisconsin grown....\$20.40 bu.

Black Hills grown 21.00 bu.

Montana grown 21.00 bu.

Canadian Variegated 22.80 bu.

Nebraska grown..... 20.40 bu.

Kansas grown.....19.20 bu.

GRIMM ALFALFA. State Sealed and certified. Exceedingly short.

Montana Grimm:

Blue Tag\$26.40 bu.

Red Tag 25.80 bu.

Blackfoot Grimm:

Blue Tag\$26.40 bu.

Red Tag 25.80 bu.

Idaho Grimm:

Blue Tag\$25.80 bu.

Cossack Blue Tag.....\$27.00 bu.

Sweet Clover

Crop very short and generally of poor quality. Our present supplies are high grade, home grown seed.

WHITE BLOSSOM SWEET CLOVER. Most satisfactory for pasture. **Bushel, \$11.40**

YELLOW BLOSSOM SWEET CLOVER Finer in growth. **Bushel, \$12.00**

ALBOTREA. **Bushel \$12.60**

REED CANARY GRASS. This new crop is proving immensely successful and profitable on low marshy land which previously has been considered worthless. It yields an abundance of highly nutritious feed which can be used either for pasture or for hay and will continue to produce as long as desired without reseeding. The price this year is below the cost of production. **Pound, 40¢. 10 lbs. and over at 35¢.**

Ask for Bulletin on Canary Grass.

Seed Disinfectants

CERESAN. A tried and thoroughly proved preventive of oat smut, barley stripe, covered smut of barley and partial control of loose smut of barley. Will pay for itself many fold by eliminating the heavy losses which always result from these diseases when the seed is not treated. Cost is less than 3 cents per bushel. All experiment stations strongly urge farmers to treat their grain every year.

One pound can (enough for 32 bushels), 70¢. Five pound size, \$3.00.

SEMESAN, Jr. Owing to the bad weather conditions last fall most seed corn became infected with disease organisms which, if allowed to develop, will result in heavy losses of crop next season. For this reason all agricultural colleges are warning farmers to treat their seed stocks, without fail. Semesan, Jr. is the most efficient treatment available and the cost is so low that you can not afford to neglect this important job.

4-oz. can (treats 2 bushels), 35¢. One pound \$1.00.

SEMESAN BEL. Prevents many diseases of potatoes which are carried on the seed.

4-oz. can (treats 15 to 20 bushels), 45¢. One pound, \$1.50.

Michels' Seeds Protect Your Pocketbook

Soy Beans

MANCHU. The old standby. A dependable bean for hay and seed production. **Bushel, \$2.50.**

ILLINI. A variety developed expressly for seed production but also makes a satisfactory hay bean. **Bushel, \$2.40.**

MIDWEST. By far the most satisfactory to use in planting with corn for silage. It grows larger and is later in maturing so it holds its leaves. Soy beans add much to the value of silage by increasing the protein content. **Bushel, \$3.25.**

Emergency Crops

SUDAN GRASS. \$7.00 per cwt.

German Millet\$7.00 per cwt.

Hungarian Millet..... 7.00 per cwt.

Japanese Millet (Billion Dollar Grass) 6.00 per cwt.

Miscellaneous Seeds

	Lb.	5 lbs.
MANGELS, Mam. Red50	\$2.25
MANGELS, Golden Tankard.....	.50	2.25
RUTABAGA, Purple Top60	2.75
RAPE, Dwarf Essex20	.70
LAWN SEED —		
Golden Glow (Our own best mixture)35	1.50
Shady Place40	1.75
Standard grade (a good, clean mixture)20	.90
KENTUCKY BLUE GRASS.....	.40	1.75
RED TOP30	1.25
WHITE CLOVER45	2.00

Inoculation

Inoculation pays big dividends in increasing yields of legumes and enriching the soil. All experiment stations urge it.

We handle two of the best known commercial cultures.

State the kind of seed for which wanted.

NODOGEN. An old reliable jelly culture. For Alfalfa and Clovers, bushel size, 50¢. For Soy Beans, 2 bushel size, 50¢.

NITRAGIN. A soil packed culture. For Alfalfa and Clovers, 1/2 bushel size, 35¢; 1 bushel size, 55¢; 2 1/2 bushel size, \$1.20. For Soy Beans, 1 bushel size, 35¢; 2 bushel size, 55¢; 5 bushel size, \$1.20.

Seed Grains

Good Seed Grains are exceedingly scarce. Michels have always been very careful of the seed grains they sell and have been just as mindful of your interests this year as in the past. We secure our foundation stocks direct from the plant breeders at the Experiment Stations and have them raised for us by careful growers. Our unexcelled cleaning machinery is used diligently to put these pedigree stocks in the best possible shape.

You cannot buy better grains if you pay several times our price.



Oats

YELLOW KHERSON. (Wis. No. 7). Extra early, the best yielder and surest cropper on heavy, rich land. Our seed is bright, plump, heavy. **Bushel, 95¢. 10 bushels at 90¢.**

SPOONER OATS. This is a new oats developed at the Spooner Experiment Farm especially adapted to high, dry lands. They did very well for us last season and we can heartily recommend them.

Bushel, \$1.05. 10 bushels at \$1.00.

FORWARD OATS. A re-selection of this fine grain from the older Forward which we introduced to this territory in 1924. Very strong straw, disease resistant. Supply is limited.

Bushel, \$1.05. 10 bushels at \$1.00.

STANDARD FORWARD.

**Bushel, 95¢
10 bushels,
at 90¢**



Barley

WISCONSIN PEDIGREE No. 38.

This new strain has become so immensely popular that we do not think any other variety is worth considering. Its barbless beard makes it as easy to handle as oats. The yielding quality bred into it makes it far superior to any other strain. It is proof against barley stripe disease. And, finally, it is equal to any for malting. Do not confuse this grain with Velvet and Pedigree No. 37. Pedigree No. 38 is a different strain and far superior to the others.

Bushel, \$1.75. Over 10 bushels, \$1.70.

Wheat

STURGEON WHEAT. Our first offering of this fine new wheat, developed by Prof. Delwiche at the Sturgeon Bay Experiment Station. Strong straw, early maturing, almost proof against black rust. A surer cropper than even Progress, and has much better milling quality. Our seed of this is exceptionally choice.

Bushel, \$2.15. 10 bushels at \$2.10.

PROGRESS WHEAT. Bushel, \$2.05. 10 bushels at \$2.00.

MARQUIS WHEAT. Bushel, \$2.05. 10 bushels at \$2.00.

SPELTZ or EMMER. 100 lbs., \$3.50.

FLAX. Bushel, \$3.25.

CANADA FIELD PEAS. Bushel, \$2.70.

BUCKWHEAT, Bushel, \$2.00.

and Help You To Produce Better Crops

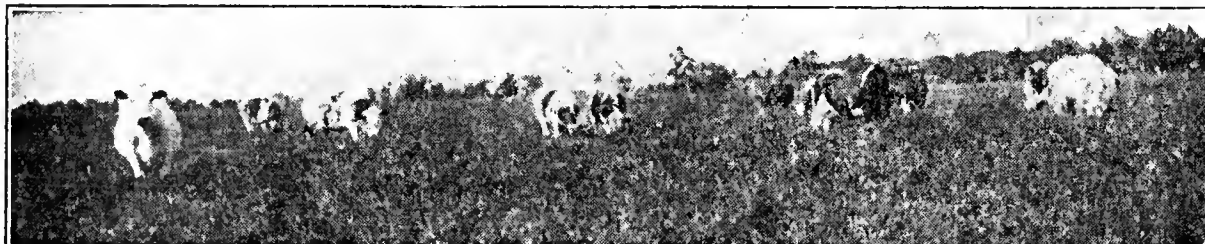
WATCH YOUR STEP!

The seed situation in 1937 is exceedingly acute. Inferior strains of clover and alfalfa have been imported in immense quantities because they can be bought at a fraction of the cost of

home grown seed.

Seed corn of unknown origin and variety and which has not been properly dried will be offered at attractive

prices, and will result in untold headaches next summer. Grains of nondescript quality that are bought in the feed oats markets will introduce plenty of wild oats and mustard.



These things will happen in spite of the warnings agricultural authorities have been broadcasting all winter. Some people just will not listen.

In this crisis, our friends will plant Michels' Seeds, with the assurance that goes with a quarter century of specialization in the highest

quality of seeds available. Michels have never sold inferior seed just because good seed was scarce and will not do so this year. Our seeds are the best that money can buy.

As usual Michels' Seeds will be Sold at Prices that will Save you Money

SOW STRONG SEEDS

A CLIPPER will do a better job than any other machine. The vertical air blast is the secret. Yet a CLIPPER costs no more. Built to last a lifetime. Get one to clean your seed before the rush of the season is on you.

Size 1-B . . . \$38.00

Size 2-B . . . 44.00

Completely equipped with 12 screens, pulley, crank.

*Look 'em over immediately, or write for
descriptive circular*

Because of the poor quality of the 1936 grain crop you need a CLIPPER more than ever this year. It will select the plump, heavy grains that produce vigorous plants. It will reject the light, weak grains and the thistle seed, quack grass and other bad weeds that reduce your yield and infest your land.

